

## The Diamond Drill

MORIARTY & CONLIN, Publishers

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Crystal Falls Township and  
City of Crystal Falls

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SATURDAY, OCTOBER 14, 1916.

### A TALK TO LOCAL MERCHANTS.

The editor of an exchange in speaking of the fight the country newspapers have made against mail order houses says that while the local editor is always ready to do his part, the fight belongs more to the small town merchant who must adopt in a measure the same methods used by the mail order people, if he wishes to succeed. The article says further:

"Local merchants wonder why it is that the mail order business is constantly increasing, when to the mind of a man who knows the first principles of advertising it is perfectly plain. If local merchants, especially furniture dealers, would profit by the experience of the mail order houses who have built up their business solely by the proper kind of advertising, they would have hauled away from their stores the car loads of furniture that come to the freight office from the mail order houses.

"The housewife is the one who generally selects the furniture for the home, and she can pick up a catalogue and select what she wants, it is a settled fact that she isn't going to walk or drive to the local store when she has no other means of finding out whether he has got what she wants, or not.

"If the local man would advertise properly the new articles that he receives and constantly keep the public informed as to what he carries in stock, he would soon find out that less mail order goods would be shipped in and that his sales would be materially increased. The way some merchants carry on their business the public will never know what they have in stock, and one sometimes wonders if they really want your trade or not.

The above is not only true of the furniture dealers, but with merchants in all lines of business, and unless they wake up to the truth they will keep on losing dollars and dollars that ought to find the way to their cash box."

### THE OLD HOME NEWSPAPER.

Did you ever stop to realize how much the old home newspaper really means to you? The first notice you received in it didn't mean much to

as to where the next meal was coming from than you were in the statement that you weighed 8½ pounds, and had a bean like your great grandfather on your mother's side.

Even if it had told the truth about you and said that you were a red-faced yowling brat with lunchhooks like sugar-cured hams, you wouldn't have resented it. And do you remember the time you went away on a visit and the home paper passed the news along to everybody, and again when you came back? And you were so tickled over it that you cut out the clipping and stuck it in the album.

Do you remember the sensation you experienced when in the home paper you saw HER name after yours with "Mrs." before it? And by and by when the kiddies came one-by-one, the old home paper recorded the events. And so it has gone. Year by year the old home paper has recorded step by step your life as it has come to the editor.

Your joys, your sorrows all have been mentioned there. Sometimes when you get out the old scrap book, a clipping, yellow with age, will bring a thrill to you which will take you back half a lifetime and leave you feeling that the old world is a pretty good place after all. Or another will remind one of a dear friend or parent gone so many years ago, and in spite of you the old sorrow will burn as it did in the days long past. And the smaller the town the more the old home paper is going to mean to you as the time goes on. If you never have gone far from the old home you may not fully realize how much it means for you. But if you ever get a few days' ride from the old town you are going to grab the old home paper out of the stack first and see what is going on among the home folks. And you are glad to know that they have read the same things you are reading. You look through the advertisements to see which one of the boys is the most progressive merchant. And there is that freckle-faced kid that lived down by the tracks, cashier in the bank.

And Susie, little round-faced, smiling Susie, is running the millinery store and is advertising Paris hats—by Jove! Some class to Susie. Wall Street may be fine—but it's the old home paper which teaches us that Main street isn't so bad after all, even though it has spruced up a lot and is too crowded now for "pullaway."

### WITH MALICE TOWARD NONE.

Cloverland Magazine has demonstrated the truth of the statement made in the September number that it is difficult to discuss the prohibition issue without becoming involved in a personal fight with those who go to extremes either for or against the proposition.

We have been severely criticised, and a wide-spread organized effort

has been made to withdraw the support of our advertisers throughout Cloverland, simply because we are not afraid of this question which is to be decided by the voters of Michigan on November seventh.

The publishing business is a thankless job after all. This magazine, established nearly a year ago, has devoted itself to the truthful promotion of Cloverland's interest, and has cheerfully and at its own expense, sent broadcast to more than one-quarter of a million readers, its message

of optimism and its illustrations of fact. With a few exceptions, no word of appreciation has come to the publisher from those whose interests have been directly benefited by this advertising, but our satisfaction is none the less complete because we have received the enthusiastic support of thousands of loyal citizens who have subscribed for and believed in the magazine, and appreciated its work.

Our prohibition friends have made a vigorous assault upon the articles reprinted in Cloverland Magazine by permission from the publishers of some of the leading magazines in this country, analyzing the failure of prohibition in Kansas, and calling attention to the expense and loss resulting from this futile experiment in the control of personal liberty by legislation.

It has been pointed out that prohibition in Michigan would increase the taxes of every tax-payer about one-third. That is, the man now paying thirty dollars taxes would have to pay forty. If it be treason for a magazine devoted, as Cloverland Magazine is, exclusively to the well-being and advancement of one-third of the entire state, to discuss freely this proposition involving the pocketbook and the welfare of every taxpayer, then we shall have to admit the soft impeachment.

Our criticising friends overlook absolutely the fact that the magazine does not and will not handle liquor advertising, mail order advertising, patent medicine advertising or any other revenue producer commonly employed to pay the expenses of a publication. We have sincerely tried to make this magazine an Upper Peninsula proposition dedicated to all of Cloverland. No similar magazine involving as large an expense of publication, and maintaining as high a standard, is published for the benefit of any other section of the entire United States.

We thank our friends who have advertised with us, and who have withdrawn their patronage now because we cannot support the futile and expensive plan of prohibition, for their past courtesies, and while we regret the organized effort to put the magazine out of business, we shall endeavor to go ahead serving Cloverland as best we can, and if the Peninsula decides that it does not want the magazine continued, we will reluctantly give up the plan. This magazine is not a business enterprise, but a labor of love for Cloverland, which has been received with enthusiasm and sent all over the world by a large family of enthusiastic subscribers who pay

three or five cents per copy for a magazine which actually costs nine cents per copy to produce.

Therefore, it is with malice toward



### WOMAN ALL RUN DOWN

#### Made Strong and Well By Vinol

Waynesboro, Pa.—"I was all run down after a hard spell of bronchitis so it was hard for me to keep about. I had pains in my chest and took cold easily. A friend asked me to try Vinol. I did, and it built me up so I am strong and well and I am able to do my housework which I had not done for three months before taking Vinol."—Mrs. Y. R. Housh, Waynesboro, Pa.

Vinol creates an appetite, aids digestion, makes pure blood and creates strength. Your money back if it fails.

### REZIN'S DRUG STORE

none and with charity toward all that we refrain from any bitterness toward those who disagree with us in questions of political economy, like the prohibition question, even when in their enthusiasm for this one idea, they attempt to defeat an enterprise like this magazine, which is for all the people and all the counties of all of Cloverland all the time.—Cloverland Magazine.

### OF INTEREST TO PARENTS.

Upon examination of the school children of Crystal Falls township, I find many children hampered in their progress by such remedial defects as enlarged tonsils, adenoids, bad teeth and defective vision. A child thus hampered, though bright as others of his progressing classmates, may, and most likely will, fall behind a normal child whose body does not thus hold back his mentality. Where such defects are found it becomes the duty of the parents to consult their family physician.

Many a child is rated as "dull" or "stupid," who, as a matter of fact, is normal in mind, but whose physical status is below par in ways that are easily remedied, if taken in time.

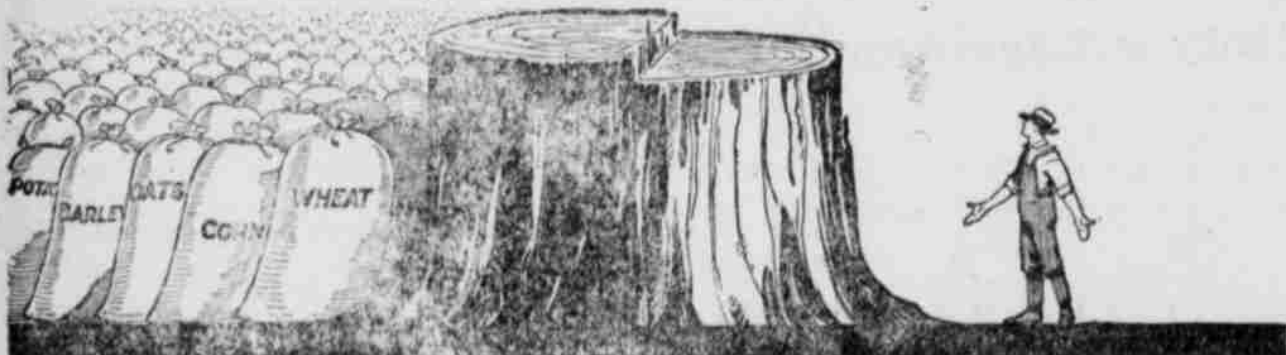
Let me also call your attention to the great need of dental work that should be done before your child can be in a normal physical rating. Each child should be provided with a tooth brush and taught the necessity of conscientiously using it every day, but after each meal if possible.

The efficiency of our country depends upon the proper physical and mental development of our children, and the way to obtain healthful bodies and minds is through the study and application of hygiene from early childhood through a lifetime.

Very truly,

A. A. METCALF, M. D.  
Medical Inspector of Schools.

It pays to advertise in this paper.



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stand the stumps. Clear them out. Change your profitless, tax-eating stump fields into cultivated farm land. Clear your land the quickest, cheapest and best way. Rip out your stumps with a

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